



Recommendation for improving the availability and accessibility of arts and culture in social welfare and healthcare

– including health promotion

In the recommendation, Minister of Family Affairs and Social Services Annika Saarikko and Minister for European Affairs, Culture and Sport Sampo Terho outline the intended measures that aim at improving the availability and accessibility of arts and culture in social welfare and healthcare and health promotion in accordance with the objectives of the Government Programme. The measures will increase the wellbeing of the population and strengthen inclusion and participation in culture.

In order to establish Arts and Health activities in the structures of health and social services, it is essential that counties and municipalities set objectives concerning the availability and accessibility of arts and culture and include them as part of their planning, operations and monitoring. Funds should also be systematically reserved in social welfare and healthcare for Arts and Health activities.

This document contains recommendations for counties and municipalities as well as proposals for concrete measures. It is intended for the political and operative leadership of counties and municipalities and for public officials involved in preparations concerning this matter. The proposed measures take into account the change in the area of operation as a result of the regional government, health and social services reform. The measures apply to the field of social welfare and healthcare as a whole, including all population groups.

Examples of using arts and culture as part of social welfare and healthcare and to promote health and wellbeing:

1. Art as part of the living environment: Art purchases made for a building are decided on during the construction project, including, for example, artworks displayed on the facade or in public areas of a hospital.
2. Guided artistic and cultural activities: This can mean, for example, that a dance artist makes regular visits to a sheltered housing complex to provide guided dance for the residents, or that a community artist arranges participatory activities for the residents.
3. Specific use of applied arts: For example, hospital clowns have been used in children's hospitals to help children learn about their medical procedures.
4. Supporting self-motivated activities and participation: Child health clinics can provide families requiring support with a culture referral, which they can use to see a circus or to do something they do not usually do. Social welfare services can give families or individual customers a 'cultural passport', which can be used by the family or individual to participate in cultural events or self-motivated activities. Participation in culture can also be promoted by providing support for participation in the form of an accompanying or support person.
5. Opportunity to experience art in various forms: For example, theatre performances, concerts, dance performances and art exhibitions that visit care institutions and experiencing the arts transmitted via digital channels.

Recommendations for counties

In future, counties will be responsible for organising social welfare and healthcare. Counties will also support municipalities in their task of health promotion. In addition, counties will be responsible for integrating plans and development measures concerning culture in the area of their own operations, for example regarding financing.¹ The strategic steering of a county's operations is a central tool for integrating more arts and culture into social welfare and healthcare structures and for improving the accessibility of arts and culture. The Arts and Health activities implemented within the sphere of social welfare and healthcare should be part of the planning, monitoring and reporting of the county's operations and finances. In order for a county to be able to purchase the artistic and cultural services required for social welfare and healthcare, the services must be part of the service selection and recorded in the service strategy.

Proposals for measures

- Counties will incorporate the Arts and Health activities implemented in social welfare and healthcare into their county strategy, plan of organisation, service strategy and service promise.
- Arts and Health activities will be considered in resourcing by channelling some of the counties' operational finance expenditure for this purpose.
- Arts and Health activities implemented within the sphere of social welfare and healthcare will be incorporated into service agreements and cooperation agreements on interface services in accordance with the service strategy.
- In the health promotion structures of a county there should be a named person responsible for coordinating and integrating Arts and Health activities into social welfare and healthcare.
- Counties will include a quality criterion in the agreements concluded with producers of social welfare and healthcare services stating that art and culture should be brought to the places where people are. This will be taken into account in, for example, the assessment of the need for services for long-term treatment and care customers and in care and service plans.
- Counties will prepare regional strategic plans for Arts and Health as part of the process of preparing the regional welfare report, or alternatively, a description of Arts and Health activities focusing on the realisation of inhabitants' cultural rights and health promotion will be included in the regional welfare report.

¹ The county will carry out the tasks required by law in the following areas of responsibility: 19) integration of plans and development measures concerning culture as part of the implementation of the county strategy and programme and of the regional land use plan (HE 15/2017 6 §).

Recommendations for municipalities

Municipalities will continue to be responsible for health promotion and for municipalities' cultural activities. In the health and social services reform, the responsibility of municipalities for health promotion will increase in importance. Promoting health is a wide-ranging task and requires cross-administrative cooperation within the municipality and more extensively between various operators. The municipality's task concerning wellbeing can be considered to include bringing people together, strengthening inclusion and a sense of community, and matters related to the living environment.

Arts and culture should be part of promoting a municipality's wellbeing and vitality, living environments and general cultural activities, and the related planning of finances. The aim is for the municipalities to promote high-quality Arts and Health activities in their areas, which in turn will strengthen inhabitants' wellbeing and inclusion.

Proposals for measures

- Municipalities will increase the use of arts and culture to promote the wellbeing and health of the population comprehensively by setting targets for Arts and Health activities in the municipality strategy, wellbeing and cultural plans, and in living environment development plans. The implementation of targets will be monitored as part of the municipalities' wellbeing reports and strategic leadership.
- As part of the wellbeing report activities, the municipalities will prepare a regional strategic plan for Arts and Health. Alternatively, the main targets of Arts and Health activities and a description focusing on the realisation of inhabitants' cultural rights and health promotion will be included in the wellbeing reports.
- The municipalities will allocate funds from their operational finance expenditure for Arts and Health activities that promote wellbeing and health and that support inclusion.
- In construction projects, a specified share of a project's expenses will be allocated for the building's art procurements (the 'percent for art' principle).
- The municipalities will ensure cross-administrative cooperation, for example with the help of cross-administrative wellbeing groups and a party responsible for coordinating cultural affairs (e.g. a wellbeing coordinator). Their task is to identify opportunities for arts and culture as a part of health promotion and monitor the progress/implementation of the matter.
- Municipalities will help to produce information on cultural wellbeing by participating in the TEAviisari culture survey.² (The first survey will be carried out in spring 2019.)

² TEAviisari is a tool for municipalities. The results describe health promotion activity, or the municipality's operations to promote its inhabitants' health and wellbeing. National Institute for Health and Welfare, 2018.

Cooperation structures

In the regional government reform, the role of the municipality and the county will change. The task of health promotion will be shared by municipalities and counties. They will both serve the same inhabitant, whose wellbeing will be affected by the decisions of each. In matters concerning the cooperation structures³ between promoting arts and culture and promoting health, counties and municipalities should agree together on the integration of the cooperation structures. This should be done without forgetting other public operators, organisations, private businesses and public-interest organisations operating in the county or municipality. In Arts and Health practices, cooperation structures will form between social welfare and healthcare services, corrective, rehabilitative and preventative services and the broad-scale promotion of wellbeing, health and inclusion, including growth services, land use planning and integration.

Proposals for measures

- Arts and Health activities as part of plans for health promotion and the funds for achieving the goal will be considered each council term in discussions held between the county and the municipality.
- Municipalities and counties will negotiate on the cooperation, targets and division of work⁴ related to carrying out their tasks each council term in the areas of Arts and Health activities implemented in both social welfare and healthcare settings and community settings.
- In addition to the municipality's liberal adult education and cultural services, and art and cultural institutions, the organisational and civic society and private sector parties should also be considered in cooperation.
- A regional wellbeing report will be prepared in a multidisciplinary way, ensuring cross-administrative cooperation by establishing, for example, a multidisciplinary cultural body or other cooperation forum with a connection to the structures of the county's health promotion work.

³ 'Cooperation structures' means the functional boundary between two or more organisations. National Institute for Health and Welfare, 2018

⁴ For example, on providing support for the operation of organisations: organisations' work to promote wellbeing and health can be supported by offering premises and, at the discretion of the county, also by granting financial support.

Prerequisites for the high-quality implementation of Arts and Health activities

In all Arts and Health activities implemented in social welfare and healthcare, it is important to ensure the versatility and quality of the operations. For high-quality implementation of the activities, it is essential that there is sufficient expertise concerning the artistic and cultural procurements and that funds are reserved for the purpose. It is also important for the organisation where the Arts and Health activities are implemented to have personnel with artistic and cultural expertise and for the entire organisation, including its leadership, to be committed to the activities. To ensure ethical operations, the activities are founded on respect for human dignity and fundamental rights. A systematic and long-term approach also guarantees a successful and high-quality result.

The importance of art and culture for wellbeing

International research has found evidence of the importance of art and artistic activity in the promotion of physical and mental wellbeing and health and as part of treatment and recovery. Participation in artistic and cultural activities offers opportunities, support and resources to promote health and wellbeing in a comprehensive way in daily life. Several research projects have studied the relationship between engaging in arts and culture and perceived mental and physical health.⁵

Everyone has the right to participate in culture

The fundamental rights and liberties and the cultural rights of citizens are an important basis for the implementation of the government's cultural policy. Cultural rights are secured in the Constitution of Finland as part of educational rights. The key target of the strategy of the Ministry of Education and Culture's cultural policy up until 2025 is to increase inclusion and participation in culture and to narrow the differences between population groups in terms of participation. This is based on the view that place of residence, living environment, age, health status, functional capacity, language, wealth, and ethnic, religious or cultural background must not be an obstacle to participation in culture or to having a good life.

⁵ For example, Cuypers, K., Krokstad, S., Holmen, T. L., Knudtsen, M. S., Bygren, L. O., & Holmen, J. 2012: Patterns of receptive and creative cultural activities and their association with perceived health, anxiety and satisfaction with life among adults: the HUNT study, Norway. *Journal of Epidemiology and Community Health* 66:8, 698–703; Davies, C., Knuiman, M. & Rosenberg, M. 2016: The art of being mentally healthy: a study to quantify the relationship between recreational arts engagement and mental wellbeing in the general population. *BMC Public Health* 16:15; Bygren, L. O., Weissglas, G., Wikström, B.-M., Konlaan, B. B., Grijbovski, A., Karlsson, A.-B., Andersson, S.-O. & Sjöström, M. 2009: Cultural participation and health: A randomized controlled trial among medical care staff. *Psychosomatic Medicine* 71:4, 469–473.



Further information

- **Counties and municipalities promote wellbeing and health:**
<https://alueuudistus.fi/en/health-promotion>
- **Equality and accessibility in Finnish cultural policy:**
<https://www.cupore.fi/fi/tietokortit/equality-and-accessibility-in-finnish-cultural-policy-094806-05122017>
- **Cultural rights as a legitimate part of social and health care services:**
<http://www.artsequal.fi/documents/14230/0/PB+Art+in+social+services/b324f7c4-70e3-4282-bc77-819820b9a6d4>
- **ArtsEqual policy brief: expanding the 'percent for art' principle:**
https://sites.uniarts.fi/documents/14230/0/PB_+percent+principle/11eba6d0-863c-488b-913c-2a24ac35e26b



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